



THE MASTERMIND BLUEPRINT

BUILDING A RICH LIFE

Aaron Walker

AARON'S HISTORY

- Employee until age 18
- Aaron's Jewelry & Loan Co
- Woodbine Loan Co
- Broadway Pawn Shop
- Rose Loan Co
- American Diamond Exchange
- C-MAC Properties
- Reklaw Inc
- WIC-Be Inc
- 4-Investments LLC
- Berry's Pawn
- David Patton Construction LLC
- View From The Top
- Extreme Matters LLC
- Interview Valet





The Eagles





IN-PERSON MASTERMIND

LIFE CHANGE HAPPENS

IN-PERSON MASTERMIND: PROS

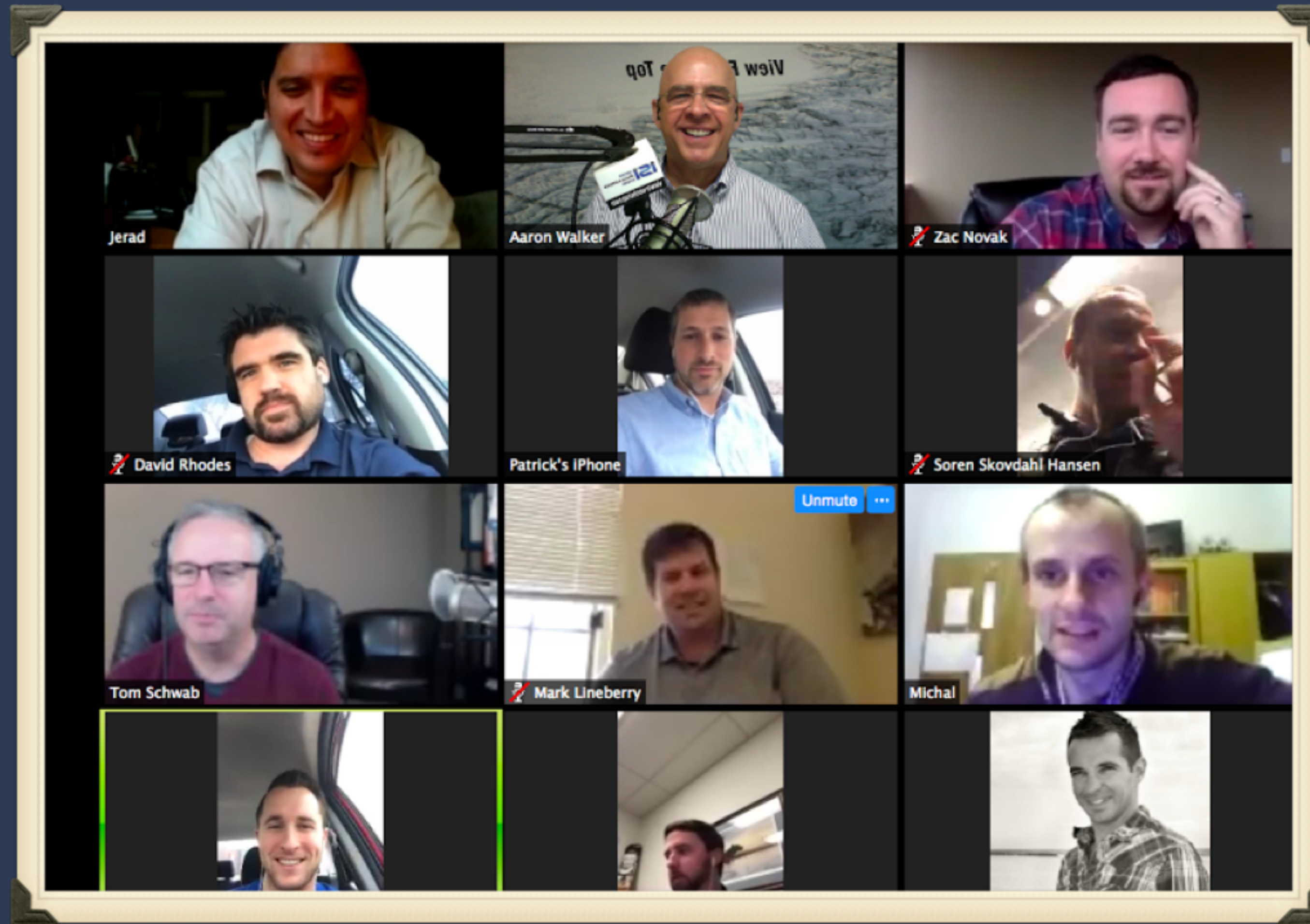
- Nothing replaces in person
- Emotions & Empathy Expressed
- Lend a helping hand



IN-PERSON MASTERMIND: CONS

- Always helping with something!
- Travel time increases
- Confidential sensitivities are always present.



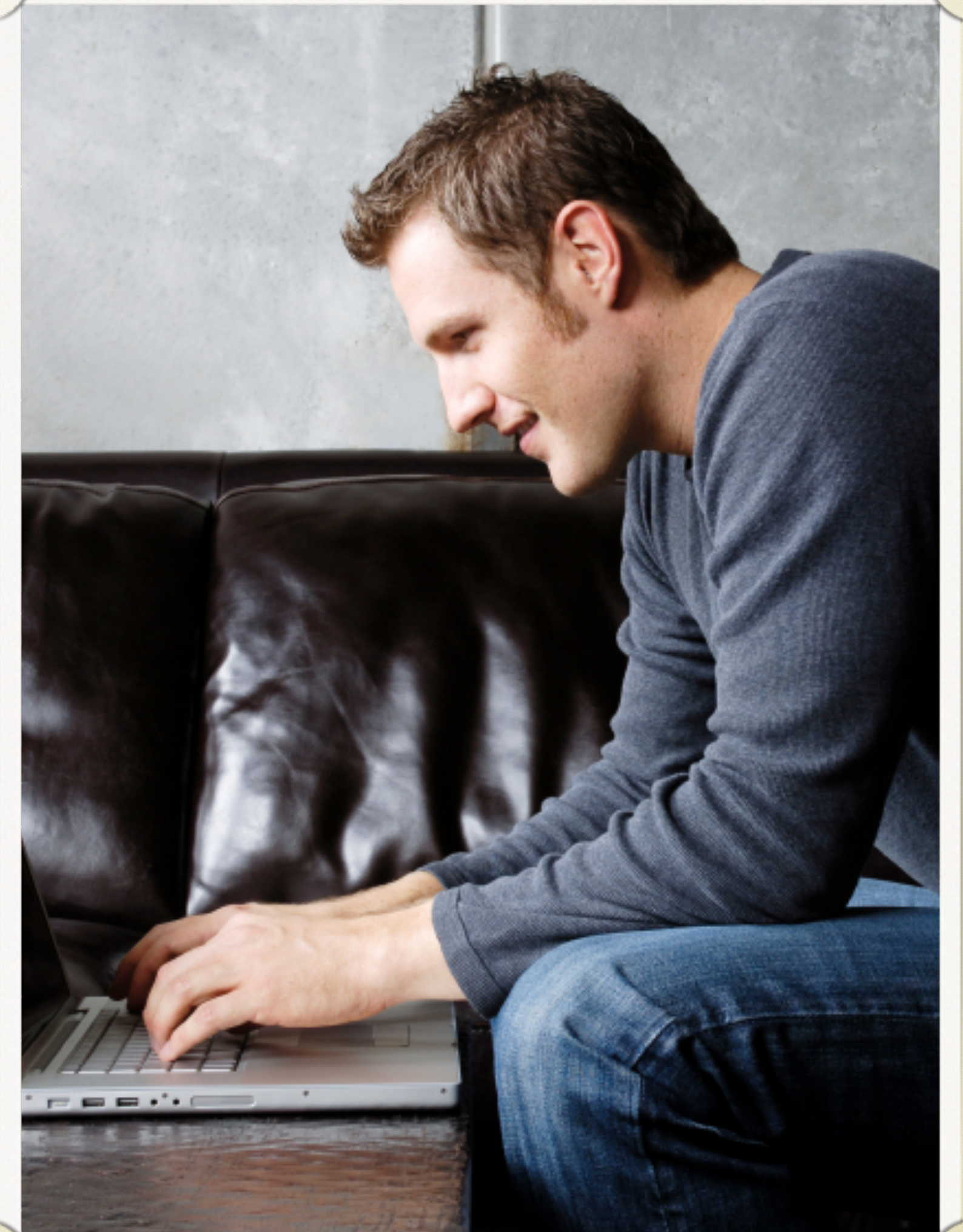


VIRTUAL MEET-UPS

LIFE CHANGE HAPPENS

VIRTUAL MEET-UPS: PROS

- No travel to or from
- No limitations on involvement
- Confidentiality risks minimized



VIRTUAL MEET-UPS: CONS

- Limited personal meet-ups
- You don't get to help them move
- Your children are not influenced by your friends children.



THE FACILITATOR IS THE CONNECTOR

- Select the members carefully & slowly.
- Diversification is important
- Share common core values and principals
- They define roles and create interdependencies
- They establish goals
- They have a process for making decisions
- They provide clear and consistent feedback
- They hold group members accountable



THE FACILITATOR IS AN ENCOURAGER

- They encourage members to challenge the status quo
- They learn how to identify and attract talented people
- They have a system that motivates engagement & progress
- They create a learning environment
- They focus on the collective mission of the group



FREE VS PAID

Free

vs

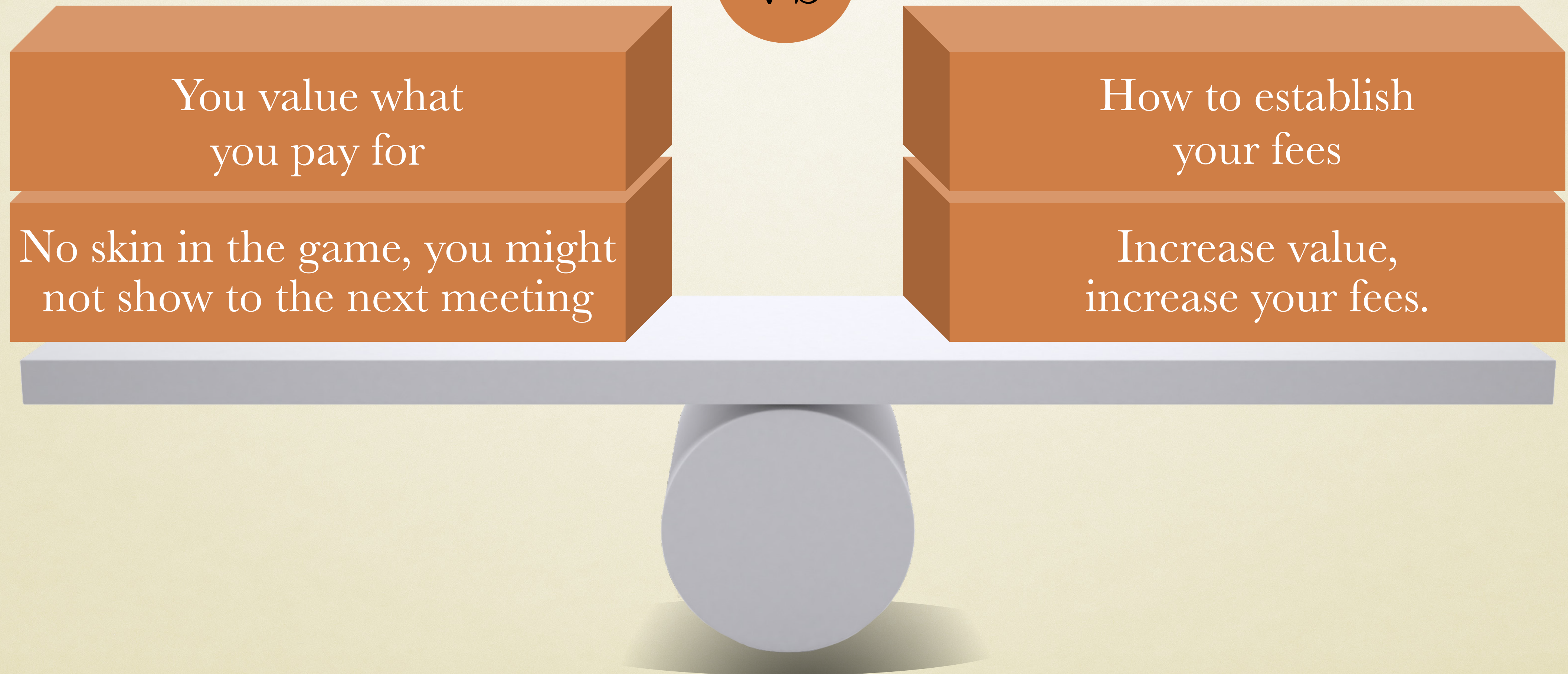
Paid

You value what
you pay for

How to establish
your fees

No skin in the game, you might
not show to the next meeting

Increase value,
increase your fees.



HOW OFTEN SHOULD WE MEET?

Monthly:

Not often enough, to
much life happens
between meetings

Bi-monthly:

Acceptable, but we
are prone to drift

Weekly:

This allows you to stay
on top of your game

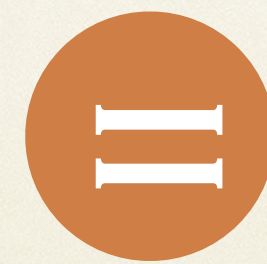
FINANCIAL RETURN

\$300 x 10



\$3,000
per month

\$500 x 10



\$5,000
per month

\$1,500 x 10



\$15,000
per month



TOM SCHWAB
CHIEF OPERATING OFFICER
VIEW FROM THE TOP

IRON SHARPENS IRON
MASTERMIND
APPLICATION



SELECTING A GROUP

ISOLATION IS THE ENEMY TO EXCELLENCE

GROUPS OFFERED

Monday

10 AM | 11:30 AM | 1 PM | 2 PM | 3 PM | 6 PM

Tuesday

8:30 AM | 10:00 AM | 4 PM

Wednesday

11:00 AM

GROUP CONSIDERATIONS

- Cap the groups between 10-12 members
- Diversification is important
- Look for similar core values
- Authenticity, honesty and integrity are vital
- Strength begins with transparency

NOTIFICATIONS & INTROS

- Have the facilitator schedule a brief interview with new member
- Introduce the new member live and in his private Facebook group
- Record a 10 minute interview on Zoom to place in private Facebook

ON BOARDING

Email to a new member includes:

- Gumroad or PayPal Link
- Zoom sign in info
- Directory
- Current book and questions that the group is reading
- Facebook private group instructions
- Weekly Accountability Tool

PAYMENT OPTIONS



PayPal for deposits



Gumroad for recurring

VIDEO PLATFORM

- Zoom
- GoToMeeting
- Join.me
- ReadyTalk
- OnStream Meeting

FORMAT FOR ALL MEETINGS

- Book discussion is 10 minutes
- Man In The Middle is 15 minutes each man (2)
- 10 Accountability Questions are posted in their private Facebook
- Open time is 15 minutes
- Resource Tips/New Technology /Intros is 5 minutes

LIVE EVENTS

- 2 day in person meet-ups twice a year: April & October
- Live events are included in monthly dues
- Evins Mill Resort just outside Nashville Tennessee









View from the Top

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and could did it all.**

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ADVERTISING & PROMOTIONS

- Podcast Interviews
- 4 Facebook live videos per week
- 3 blogs per week
- Memes/Banners Weekly
- Twitter
- LinkedIn
- Rotation of 10 professional videos. 1 minute each
- Alexa Briefing

FREE RESOURCES!!

- To get a copy of this slide presentation, just text “**MASTERMINDBLUEPRINT**” to **33222**
- To aid you in building your own mastermind groups, more resources are available for you at **www.viewfromthetop.com/mastermindblueprint**